

YOUR **AFFINAGE**

Spring News

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Issue 2.

10 MINS WITH MANDY BOURKE

When and why did you establish your first salon?

In 2012 we established la Bella hair studio, I was a third year apprentice when my mum and I decided to go into owning our own salon, I had been managing the previous salon I was at and after a year as manager I knew I was destined for bigger things and Mum agreed. 7 years later we have had a total of 5 salons and a barber shop under our names and each and every salon has taught us something new!

Who is your typical clientele?

Personally, my typical clientele is women aged 18-40. I do a lot of colour correction and blonde work and am known for my creative colouring, so my clientele is very versatile. The salon itself is well known for blinding. My whole team are blinding specialists! We're also experts in colour correction and blending techniques for root shadows and balayage and foilyage.

Tell us the details about your new salon?

My new salon is the first salon that is taking my name (MB Hair Bar). It's going to be my personal baby. I've a very strict vision, implementing luxury vibes with a fun and relaxed feel. I want to be able to focus more one on one with my clientele and really give them a personal touch. I want this salon to be a flagship, something that other stylist and clients look at and know that it's Mandy the Hair Wizards salon.



What do you feel is key to running a successful salon?

This is the million dollar question!

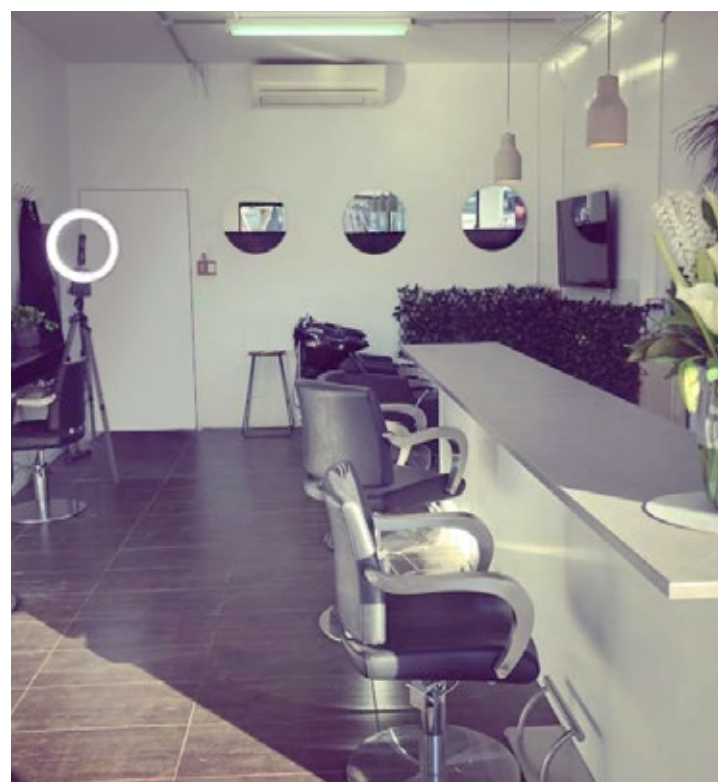
I believe that passion is the key alongside good leadership. These two things will change your business, your staff and your clientele. I've been the boss who leaves the salon and doesn't put in the effort I should, and I've seen how lacking passion effects every single staff member. I know different things effect our lives and we take it out in our work. It's our job as salon owners and managers to lead by example, create a fun working environment and focus on education, create the hype back in hairdressing and make the team want to be there. Make the clients want to come back. It's all in how we as leaders promote our salon and our passion for hairdressing that makes clients want to visit our salons.

Why did you choose to use Affinage Professional in your salon?

I was lucky enough to use Affinage during my apprenticeship, so I knew the products extremely well. I've been using Affinage for almost ten years now. I've seen all the ranges and products and all the amazing changes the company has made. I find Affinage is the most versatile colour range and I've used quite a few during takeovers of other salons and I always compare to Affinage because the colours are the most true to swatch colours I've ever used!

What do you love about working with Affinage Professional products?

I love that the range is so precise. They literally have a key product for everything you can think of. It's a very easy to use brand with everything being thought of so that it's quick and easy to come up with solutions and colours and styles!



Please share your favourite Affinage Professional product (besides 7.021) and why?

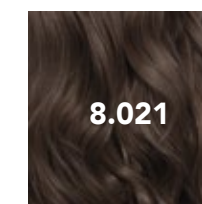
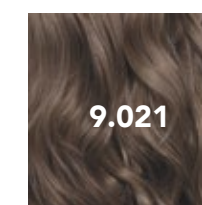
How can I pick just one!

I find a very underrated product is in the essentials range is the eternal tonic, it's an extremely light weight instant treatment, that's not based around an oil so it's literally perfect for all hair types! It gives a shinier and softer finish to all styles and all types of hair.

Colour wise, again in the essentials range I'm absolutely obsessed with mellow (0.33) it's the most beautiful toner on its own for a gorgeous sunkissed blonde on levels 9+. I am such a fan of warmer blondes and this is truly the most stunning natural blonde tone. I find the whole essentials range is underrated and you would be doing yourselves a huge favour to add it to your salon because it opens up doors for you and your stylists that you didn't know even existed!!



NEW INFINITI COLOURS



Introducing Infiniti 8.021 and 9.021! These multi-tasking permanent colours feature in our new Velvet Packs alongside depths 5, 6 and 7. They are ideal for lowlights, toning, grey coverage, colour correction, root stretch over pre lightened hair, and intermixing to create personalised formulations.

Our Velvet series is already a hit with hairstylists due to its built-in filler which allows darker colouring of blonde hair without any unwanted warmth or ash tones.

NEW VOLUME POWDER

Affinage Professional Volume Powder is the newest addition to our versatile range of styling products. Each pump delivers a light puff of fine powder that provides the perfect root boost whilst absorbing excess hair oil. Its non-tacky formula is ideal for next day styling and its convenient size is great for on-the-go touch ups.



MERCHANDISING

Shelf Swatches – An eye-catching addition to your shelving, these swatches will help familiarise new customers with our colour range and assist current Affinage Professional users with quick and easy sourcing of the products they need.

Recipe Swatches – Thanks to an initiative shared by one of our distributors, we will be supplying a series of inspiring colour recipes to accompany your Affinage Professional displays. Showcasing platinum blondes, cool-toned brunettes and everything in between, these have already proven popular with hairstylists on social media.



SPRING/SUMMER 2019/20 SHOOT

The arrival of the warmer months calls for a new collection of creative looks inspired by sun, sand and sea. Five fresh hair colour concepts by our Global Creative Artistic Director Truc Le, feature trending copper and bronze tones, sunset pink hues, honey blonde foils and ocean mist balayage.

Finished with statement braids and clips, soft movement and lustrous shine, these vibrant Affinage Professional Infiniti and Pop Art colours are accentuated with lightweight styling and texture for spring and summer.

Our new banners showcase two of these striking looks and are available for purchase now.

